

1. Consent form

1. Information

Ravelry LLC has given permission for this survey to be conducted and for links to this survey to appear in the "For the Love of Ravelry" forum within the Ravelry site.

The purpose of this study is to gather information about how participation in Ravelry affects members' attitudes and practices in the following areas:

- Learning about their craft(s)**
- Learning about technology**
- Social interactions with others involved in crafts, both in real-life and in Ravelry**
- Impact of Ravelry on fiber-related businesses**

The survey will take about 15 minutes and will be conducted for a period of one month. Your responses will be confidential and we do not collect identifying information such as your name, email address or IP address. Participation in the study is strictly voluntary.

Confidentiality

We will do our best to keep your information confidential. All data is stored in a password protected electronic format. To help protect your confidentiality, the surveys will not contain information that will personally identify you. The results of this study will be used for scholarly purposes only.

Risks/Benefits

The only foreseeable risk associated with this study is the imposition on the participants' time.

The study will be beneficial in that it will help researchers understand what makes strong online communities.


Contact

If you have questions at any time about the study or the procedures that are being used, you may contact the researcher, Sheila Pisa, at Sheila.pisa@pepperdine.edu or by telephone at 951-571-6146, Linda Polin, at Linda.polin@pepperdine.edu, or Doug Leigh, Chair, Graduate and Professional Schools IRB, at 310-568-2389

This research has been reviewed according to Pepperdine University IRB procedures for research involving human subjects.

ELECTRONIC CONSENT: Please select your choice below. Clicking on the "agree" button below indicates that: • you have read the above information • you voluntarily agree to participate • you are at least 18 years of age. If you do not wish to participate in the research study, please decline participation by clicking on the "disagree" button.

 Agree

 Do not agree (end the survey)

2. General Crafting Questions

1. What craft(s) do you practice?

2. How long have you been practicing this(these) craft(s)?

5

6

3. On average, how much time do you spend on your craft each week?

4. How do you come up with project ideas? Choose all that apply

- ☐ I use pre-existing patterns (e.g., from books, magazines, online sources, etc.) for my projects
- ☐ I use pre-existing patterns which I modify and adapt for my own projects
- ☐ I create my own patterns from scratch

3. General Ravelry questions

1. How did you first hear of Ravelry?

☐ From someone I know in real life

☐ From my local yarn store

☐ From a blog/website

☐ From Twitter

Other (please specify)

2. When did you join Ravelry ?(Can be found on your profile page)

3. Why did you join Ravelry?

4. How often on average do you visit Ravelry?

☐ Several times a day

☐ Once a day

☐ A few times a week

☐ Once a week

☐ A few times a month

☐ Once a month

☐ Less than once a month

5. What are the main purposes that you visit Ravelry for? (Check all that apply)

- ☐ Keeping track of my projects
- ☐ Keeping track of my stash/work tools
- ☐ Socializing with others about my craft(s)
- ☐ Learning more about my craft
- ☐ Solving a particular problem I'm having with a project
- ☐ Searching for new project ideas or for inspiration for new projects
- ☐ Looking at patterns/yarn reviews
- ☐ Showing off my own work
- ☐ Selling my creations
- ☐ Buying other people's creations
- ☐ Buying material for my projects or finding places to buy material
- ☐ Chatting with others about non-yarn topics
- ☐ Searching for pictures of a specific yarn/pattern to see what it looks like after it has been knitted/crocheted
- ☐ Finding out about local events
- ☐ Finding out about yarn retailers
- ☐ Getting motivation to finish projects
- ☐ Participating in knit-a-longs / swaps
- ☐ Volunteering for forums or editing

6. On Ravelry, have you ever (check as many as apply):

- ☐ Joined a group/forum
- ☐ Created a group/forum
- ☐ Posted a comment, suggestion, help in a forum
- ☐ Marked a post as educational/interesting/funny/agree/disagree/love
- ☐ Reported a post
- ☐ Helped another Ravelry member resolve an issue related to craft or technology through postings
- ☐ Bought or downloaded a pattern
- ☐ Uploaded to Ravelry a pattern you designed for sale or free download/Linked to one of your patterns that was on another website
- ☐ Uploaded to Ravelry a picture (of your yarn, your projects, etc.)/Linked to one of your pictures on another website (such as Flickr)
- ☐ Set your Ravelry avatar (ravatar)
- ☐ Hid/disagreed with another person's ravatar
- ☐ Viewed a person's profile
- ☐ Put a user on ignore
- ☐ Searched for/added a friend
- ☐ Sent a message to another Ravelry member
- ☐ Participated in a Ravelry-based swap
- ☐ Set up a yarn swap with another Ravelry member
- ☐ Bought an item from the Ravelry shop
- ☐ Donated to Ravelry/a Ravelry group
- ☐ Volunteered as a Ravelry moderator, editor or bug reporter

4. Learning in your craft

1. Rate your present general level of crafting expertise.

	Experience Level
Knitting	<input type="text"/> 6
Crocheting	<input type="text"/> 6
Designing	<input type="text"/> 6
Spinning	<input type="text"/> 6
Dyeing and/or Painting	<input type="text"/> 6
Weaving	<input type="text"/> 6

2. Where do you think you learn more about your craft, in Ravelry or in real-life (could include help from a friend, reading a book, going to a demonstration or workshop)?

☐ Ravelry

☐ Real-life

☐ Not sure

☐ Other (please elaborate)

<input type="text"/>	5
<input type="text"/>	6

3. Has being a member of Ravelry increased your interest or awareness about learning new techniques in your craft?

☐ Yes

☐ No

☐ Not sure

☐ Other (please elaborate)

<input type="text"/>	5
<input type="text"/>	6

4. Where do you prefer to turn to when you want to learn something about your craft?

- ☐ Other crafters in a face-to-face situation
- ☐ Other crafters on Ravelry (via asking a question in a forum, for example)
- ☐ Information on Ravelry
- ☐ Other online sources (e.g., Google search, YouTube videos, blogs)
- ☐ Written sources (e.g., books, magazines)
- ☐ Other (please specify)

	5
	6

5. What structure(s) in Ravelry was(were) most helpful in learning new techniques?

Check all that apply

- ☐ Project wiki
- ☐ Forums
- ☐ "This Week in Ravelry" newsletter
- ☐ Help chat
- ☐ Personal message to another Raveler or link to a Raveler's blog
- ☐ Links to resources not on Ravelry (e.g., YouTube video, other knitting site linked to on Ravelry)
- ☐ Other
- ☐ Did not learn any new techniques
- ☐ Other (please specify)

	5
	6

5. Computer and Internet Learning

1. Rate your present level of technical (computer) expertise:

	Novice	Intermediate	Expert
Rating	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. Have you joined any other internet sites as a direct result of your involvement with Ravelry? For example, did you open a Flickr account or join a different social networking site recommended to you by a Ravelry user?

3. Do you maintain a knitting blog?

☐ Yes

☐ No

4. Have you started following a blog as a result of being a Ravelry member?

☐ Yes

☐ No

6. Blog Questions

1. Did you begin this blog before or after you joined Ravelry?

☐ Before

☐ After

2. Does Ravelry have an impact on your blogging (frequency of posts, content of posts, etc.)

	5
	6

7. Socializing

1. Before joining Ravelry, did you socialize with other crafters in person? Check all that apply.

- ☐ Guild member
- ☐ Local Yarn shop knit-alongs
- ☐ Local coffee shop group
- ☐ Craft with family members
- ☐ No socialization with craft prior to Ravelry

Other social group (please specify)

2. Do you find that your socializing in real-life has changed since joining Ravelry? Check all that apply

- ☐ Go more often to real-life crafting events or shops
- ☐ Go less often to real-life crafting events or shops
- ☐ Real-life engagement hasn't changed
- ☐ Don't participate in social crafting

3. Do you participate in virtual knit-alongs through Ravelry?

- ☐ Yes
- ☐ No
- ☐ Not sure

4. Do you participate in swaps of finished items or yarn through Ravelry? If so, how often?

5. Are you an active participant in the Ravelry groups/forums?

- ☐ Yes, I read and post often
- ☐ Yes, I read forums often, but don't post often
- ☐ Yes, I read forums often, but never post
- ☐ I occasionally read forums, occasionally post
- ☐ I occasionally read forums, but never post
- ☐ What's a forum?

6. Have you ever introduced a person you know (friend, family member, etc.) to Ravelry?

☐ yes

☐ no

☐ not sure

7. If you answered "yes" to question 5, did your friend join Ravelry?

☐ yes

☐ no

☐ not sure

8. Have you made new friends through Ravelry?

☐ Yes

☐ No

If yes, do you meet outside of Ravelry?

8. Searching for craft knowledge or materials

1. On a scale of 1 to 10, how often do you use Ravelry FIRST when trying to decide on a new project?

	Never				About half the time					Always
How often?	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

2. If you have ever used both a general search tool (such as Google) and Ravelry to search for patterns or yarns, do you find one superior to the other? If so, how?

3. When you have a problem with your project, where do you first turn for help?

- ☐ Ravelry
- ☐ Face-to-face with other crafters
- ☐ Books/magazines
- ☐ Blogs
- ☐ Forums, like Yahoo knitting or spinning groups

Other (please specify)

4. If you have turned to Ravelry for help with a crafting problem, how satisfied were you with the results?

- ☐ Extremely happy
- ☐ Happy
- ☐ Neutral
- ☐ Unhappy
- ☐ Extremely unhappy
- ☐ No Opinion

5. Do you plan to turn to Ravelry for help with a crafting problem in the future?

- ☐ Yes
- ☐ No
- ☐ Not sure

6. Do you find that frequenting Ravelry has had an impact on your motivation to continue with your crafting?

☐ Yes

☐ No

☐ Not sure

9. Economic Issues

1. How do you procure your material (yarn, needles, patterns, etc.) for your crafting needs? Choose all that apply:

- ☐ I buy them at my local yarn store
- ☐ I buy them at a general craft store
- ☐ I buy them at a department store or other type of general store
- ☐ I buy them at a flea market
- ☐ I buy them online
- ☐ I swap materials with others

Other (please specify)

2. Has Ravelry had an impact on how you buy patterns, yarns, needles or other equipment? If so, how?

5

6

3. Have you disseminated a pattern for download through Ravelry pattern sales (either free or paid)?

5

6

4. If you are a designer, yarnie or own a related business estimate what percentage of your business presently relies on Ravelry.

5

6

5. If you are a designer, a yarnie, or own a related business, estimate the percentage of your advertising that is done through Ravelry (either through forum postings or paid advertisement).

5

6

6. If you are a designer, a yarnie or own a related business, did participating in Ravelry motivate you to start the business?

5

6

10. Demographics

1. What is your age?

2. What is your gender?

☐ Male

☐ Female

☐ Trans-gender

3. What is your education level?

☐ Elementary School only

☐ High school drop-out

☐ High school diploma

☐ Bachelor's degree

☐ Graduate degree

☐ No formal education

4. What kind of job do you have?

5

6

5. Do you identify with a particular ethnic or racial group? If so, please specify.

5

6

6. Is English your primary language?

☐ Yes

☐ No

Bi-lingual (English and what other language?)